

## ORDER

FIRST COAST NEWS



Orders	Order / Rev:	721263	Primary AE:	Jim Quinn
	Alt Order #:	06367210	Sales Office:	T-PHI
	Product Desc:	RANDPAC FL	Sales Region:	NAT
	Estimate:			
	Flight Dates:	10/10/12 - 10/15/12		
	Original Date / Rev:	10/09/12 / 10/09/12		
	Order Type:	Political		
Agency	Name:	Strategic Media Placement/ POL	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	Reinventing A New Direction PAC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	IS-Candidate/Presidential	Advertiser External ID:	
	Priority:	P-1	Agency External ID:	
	Revenue Codes:	AGY, GEN, POL		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	3	\$6,000.00	\$5,100.00	October 2012	3	\$6,000.00	\$5,100.00	0.00
					Totals	3	\$6,000.00	\$5,100.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	20%	\$6,000.00
Market	100%	\$30,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	36%	\$10,800.00
WJXX	0%	\$0.00
WTEV	44%	\$13,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/10/12	10/15/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-WT---	1:00	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		Start Date	End Date	Weekdays		Spots/Week			Rate	Rating					
		Week: 10/10/12	10/16/12	M-WT---		3	\$2,000.00		0.00					Totals	3 \$6,000.00